Search Report from Ginger R. DeMille

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? show files;ds
File   15:ABI/Inform(R) 1971-2004/Jul 20
           (c) 2004 ProQuest Info&Learning
File   16:Gale Group PROMT(R) 1990-2004/Jul 21
           (c) 2004 The Gale Group
File  148:Gale Group Trade & Industry DB 1976-2004/Jul 21
           (c)2004 The Gale Group
File  160:Gale Group PROMT(R) 1972-1989
           (c) 1999 The Gale Group
File  275:Gale Group Computer DB(TM) 1983-2004/Jul 21
           (c) 2004 The Gale Group
File  621:Gale Group New Prod.Annou.(R) 1985-2004/Jul 21
           (c) 2004 The Gale Group
File    9:Business & Industry(R) Jul/1994-2004/Jul 20
           (c) 2004  The Gale Group
File   20:Dialog Global Reporter 1997-2004/Jul 21
           (c) 2004 The Dialog Corp.
File  476:Financial Times Fulltext 1982-2004/Jul 21
           (c) 2004 Financial Times Ltd
File  610:Business Wire 1999-2004/Jul 21
           (c) 2004 Business Wire.
File  613:PR Newswire 1999-2004/Jul 21
           (c) 2004 PR Newswire Association Inc
File  634:San Jose Mercury  Jun 1985-2004/Jul 20
           (c) 2004 San Jose Mercury News
File  636:Gale Group Newsletter DB(TM) 1987-2004/Jul 21
           (c) 2004 The Gale Group
File  810:Business Wire 1986-1999/Feb 28
           (c) 1999 Business Wire
File  813:PR Newswire 1987-1999/Apr 30
           (c) 1999 PR Newswire Association Inc
File   13:BAMP 2004/Jul W2
           (c) 2004  The Gale Group
File   75:TGG Management Contents(R) 86-2004/Jul W2
           (c) 2004 The Gale Group
File   95:TEME-Technology & Management 1989-2004/Jun W1
           (c) 2004 FIZ TECHNIK
File    2:INSPEC 1969-2004/Jul W2
           (c) 2004 Institution of Electrical Engineers
File   35:Dissertation Abs Online 1861-2004/May
           (c) 2004 ProQuest Info&Learning
File   65:Inside Conferences 1993-2004/Jul W3
           (c) 2004 BLDSC all rts. reserv.
File   99:Wilson Appl. Sci & Tech Abs 1983-2004/Jun
           (c) 2004 The HW Wilson Co.
File  233:Internet & Personal Comp. Abs. 1981-2003/Sep
           (c) 2003 EBSCO Pub.
File  256:SoftBase:Reviews,Companies&Prods. 82-2004/Jun
           (c)2004 Info.Sources Inc
File  474:New York Times Abs 1969-2004/Jul 20
           (c) 2004 The New York Times
File  475:Wall Street Journal Abs 1973-2004/Jul 20
           (c) 2004 The New York Times
File  583:Gale Group Globalbase(TM) 1986-2002/Dec 13
           (c) 2002 The Gale Group


Set     Items    Description
S1         61    PIPKINS()MAXIMA()ADVANTAGE OR PIPKINS()MAXIMA OR MAXIMA()A-
                 DVANTAGE
S2        954    MUSTANG()COM
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121-Jul-0410:49 AM

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S3        12   S1 AND S2
S4         3   RD (unique items)
? t4/7/all
```

4/7/1   (Item 1 from file: 16)
DIALOG(R)File   16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

07142593   Supplier Number: 60827294   (THIS IS THE FULLTEXT)
Pipkins Teams With Mustang . com **To Enable Call Center Agents To Integrate Phone Call and E-mail Functions.**
Business Wire, p1367
March 16, 2000
TEXT:
 Business Editors
     ST. LOUIS--(BUSINESS WIRE)--March 16, 2000
     PIPKINS(TM), Inc., the leader in workforce management systems for 16
years, and **Mustang . com** (Nasdaq: MSTG), a leading provider of customer
e-mail management solutions, announced that they have joined forces to
allow customers to intelligently manage their e-mail customer service
workforce. The companies have integrated their respective products to
enable call center agents to handle both phone calls and e-mail responses
during their shifts.
     Mustang Reports(TM), the historical reporting component of the
Mustang Message Center(TM) e-mail platform, can now export system data to a
format that is then used by **Pipkins ' Maxima Advantage** (R) Workforce
Management System for analysis in recommending staffing and scheduling
levels. Customer service centers may now forecast e-mail management and the
customer service representative (CSR) staffing requirements. Additionally,
they receive the ability to monitor service level adherence with the same
accuracy as traditional call centers.
     The integrated system will provide Pipkins with incoming e-mail
information such as e-mail offered, average handling time, and service
level achieved. This information will enable a supervisor to staff e-mail
response handling more efficiently. Prior to this capability, tracking
management and staff deployment was a manual function and often resulted in
additional staff hours. The new integrated function yields corporate
savings in personnel and creates staff efficiency.
     "With the advent of products such as Mustang's Message Center, users
can leverage our system design to gain the optimization benefits of a truly
integrated call center. We had anticipated the evolution of the multi-media
call center and engineered our system to accept and process data from any
type of CRM media," stated Dr. James Pipkins, Founder and Chief Executive
of Pipkins, Inc.
     "Companies using both Mustang Message Center and **Maxima Advantage**
will build or extend their competitive advantage," stated Jim Harrer,
Mustang . com President and Chief Executive Officer. "This integration
helps companies solve the difficult service versus cost equation to meet
their service level goals in the most efficient manner possible."
     About Pipkins
     Pipkins, Inc. (PIPKINS), founded in 1984, is the leading supplier of
workforce management software **Maxima Advantage** (R) and services to the
call center industry. **Maxima Advantage** , which features Merlang(R),
PIPKINS' proprietary optimization algorithm, is the most robust and feature
rich system available. It enables managers to solve the complicated
operational issues in today's multi-faceted call center environment. Its
open design allows for the complete integration of emerging CRM technology.
PIPKINS' systems forecast and schedule more than 100,000 agents in over 300
locations across all industries worldwide. Corporate headquarters: St.

Louis, MO. Inquiries ca be made on the Web at http://www.pipkins.com or 800/469-6106.

About **Mustang . com** and Mustang Message Center

Mustang . com enables loyal, high quality customer relationships through the design, development and support of Internet and e-mail based customer management software applications. Mustang Message Center is an award-winning eService solution that improves e-mail management in mission-critical, high-volume customer service operations. Hundreds of companies worldwide actively utilize the Mustang Message Center for 24x7, mission-critical customer service, supporting hundreds of thousands of transactions every day. Corporate headquarters are located at 6200 Lake Ming Road, Bakersfield, CA 93306. Inquiries can be addressed via voice: 661/873-2500; fax: 661/873-2499; or e-mail: info@ **mustang . com** . Additional information is available from **Mustang . com** on the Web at http://www. **mustang . com**

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DIALOG(R)File 16:Gale Group PROMT(R)
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06894464   Supplier Number: 58356459   (THIS IS THE FULLTEXT)
Mustang . com **and Pipkins Join Forces In eService Workforce Management.**
Business Wire, p0028
Dec 23, 1999
TEXT:
Business Editors
    BAKERSFIELD, Calif.--(BUSINESS WIRE)--Dec. 23, 1999
    Mustang Message Center(TM) Updated To Share Data With
    Pipkins   Maxima   Advantage (R) Workforce Management System
    Mustang . com , Inc. (Nasdaq:MSTG), the provider of Trusted eService Solutions(TM), and Pipkins, Inc., a provider of Workforce Management Systems for more than fifteen years, announced today that the two companies have successfully integrated direct support for the **Pipkins   Maxima Advantage** workforce management system into **Mustang . com** 's Mustang Message Center eService platform. The collaboration will permit companies to intelligently manage their e-mail customer service workforce, ensuring service level goals are met in the most cost-effective manner possible.
    Mustang Reports(TM), the historical reporting component of the Mustang Message Center platform, can now export system data to **Maxima Advantage** for analysis in recommending staffing and scheduling levels. Customer service centers may now forecast e-mail customer service representative (CSR) staffing requirements. Additionally, they receive the ability to monitor service level adherence with the same accuracy as for traditional call centers.
    "Companies using both Mustang Message Center and **Maxima   Advantage** will build or extend their competitive advantage," stated Jim Harrer, **Mustang . com** President and Chief Executive Officer. "This marriage allows companies to solve the service vs. cost equation. No longer is there a choice between two imperfect options. This partnership provides an ideal solution, optimum service coverage and cost-effective operations."
    Workforce management is the process of balancing the burden of work to be completed with the resources available to complete that work. Without work volume benchmarks or targets, overstaffing or understaffing can result. And as costly as overstaffing is to the company, understaffing which leads to inferior service and customer dissatisfaction may be even

more treacherous.

"With the advent of products such as Mustang's Message Center, users can leverage our system design to gain the optimization benefits of a truly integrated call center. We had anticipated the evolution of the multi-media call center and engineered our system to accept and process data from any type of CRM media," stated Dr. James Pipkins, Founder and Chief Executive of Pipkins, Inc.

About Pipkins, Inc. and **Maxima Advantage** (R)

Pipkins, Inc. (Pipkins), founded in 1984, is the leading supplier of workforce management software (**Maxima Advantage**) and services to the call center industry. **Maxima Advantage** , which features Merlang(TM), Pipkins' proprietary optimization algorithm, is the most robust and feature rich system available. It enables managers to solve the complicated operational issues in today's multi-faceted call center environment. Its open design allows for the complete integration of all CRM technology. Pipkins' systems forecast and schedule more than 100,000 agents in over 300 locations across all industries worldwide. Corporate headquarters are located at 1031 Executive Parkway, Suite 110, Saint Louis, MO 63141. Inquiries can be addressed via voice, 314-469-6106; fax, 314-469-0841; or e-mail, info@pipkins.com. Additional information is available from Pipkins on the Web at http://www.pipkins.com.

About **Mustang . com** and Mustang Message Center

Mustang . com enables loyal, high quality customer relationships through the design, development and support of Internet and e-mail based customer management software applications. Mustang Message Center is an award-winning eService solution that improves e-mail management in mission-critical, high-volume customer service operations. Currently, 326 customers, plus approximately 50 or more in pilot, actively utilize the Mustang Message Center for 24x7, mission-critical customer service, supporting hundreds of thousands of transactions every day. The company's prior announcement of 375 customers included customers in Mustang's pilot programs and was made in error. Corporate headquarters are located at 6200 Lake Ming Road, Bakersfield, CA 93306; with offices in Atlanta, GA; Chicago, IL; Ft. Lauderdale, FL; Los Angeles, CA; Phoenix, AZ; Seattle, WA; and Washington, D.C. Inquiries can be addressed via voice, 661-873-2500; fax, 661-873-2499; or e-mail, info@ **mustang . com** . Additional information is available from **Mustang . com** on the Web at http://www. **mustang . com** .

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4/7/3   (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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10857390   SUPPLIER NUMBER: 54014413   (THIS IS THE FULL TEXT)
C@ll Center Solutions 1998 Product of the Year Award.
Call Center Solutions, 17, 7, 56(7)
Jan 1, 1999

TEXT:
Editor's Note:
C@LL CENTER Solutions(TM) covers two main areas of customer interaction - telephone and Internet contact. Yes, there are obviously other ways to get in touch with a company: you could walk in its doors (as in you walk into a bank and speak with someone), you could send a strongly worded letter (or fax) formalizing your complaint, you could fax in your order (to Staples, for example), or, perhaps most conveniently, pick up the telephone and call that 800 number the company has thoughtfully provided.

If you're logged on, you could just hit the company's Web page and send off an email, but given the general public's lack of computers, the prevailing mindset that companies are unable to return e-mail in a timely fashion (this is changing) and that you have to actually be at a computer to send an e-mail, telephone contact still wins out over other forms of customer/company interactions, not just e-mail.

That said, a legion of products have emerged to switch, mute, manage, dissect, analyze, automatically respond to, etc., customer calls (in the broadest sense of the word). Many products aid internal operations - helping managers schedule, train and monitor agents and simulate call volume; or, products like headsets and ergonomic furniture that help provide a safe and comfortable working environment; or, UPSs and industrial computers that the customer never has any direct experience with but are implemented to ensure that when a call comes in computer systems are running to handle it.

We have, therefore, broken down our Products of the Year categories into externally-focused (customer-facing) and internally-focused (company-facing) products. Throughout our Products of the Year coverage we've used blue-colored type to represent the former, while red-colored type represents the latter. Why? We're trying to erect a mental framework or concept for you to use when you're confronted with a purchasing decision - even the layout of the section is meant to convey the "interconnectedness" of products in this market. If you see value in how we've categorized these products, and therefore the entire industry, then use it. If not, invent your own (and then let us know about it - ccspress@tmcnet.com).

This attempt at classification is made more difficult by products that do more than one thing - a predictive dialer that also routes inbound calls or a PBX that combines ACD, IVR and Web server features, for example. Where do they fit into the schema?

This is how we decided to handle it: Customer-facing products (Group 1) can be seen to mainly provide the "physical" connection to the caller (inbound/outbound); while others (Group 2) provide ways for a company to "value-add" customer interactions through skills-based/intelligent routing, CTI screen pops, real-time data mining, IVRs, etc. Company-facing products (Group 3) help the enterprise manage the call center and its internal resources, while products in Group 4 provide the backbone upon which the call center's operations rest.

GROUP 1

At the most basic level this group of products provides the "physical" inbound and/or outbound connection between customer and company. Some of these products do more than just switch traffic; e.g., they add ACD, IVR, predictive dialing, firewall and LAN hub functionality to the mix.

PBX

A private branch exchange switches calls between enterprise users on local lines while allowing all users to share a certain number of external phone lines.

Intecom Intecom E Millenium Server www.intecom.com 972-855-8000
Inter-Tel AXXESS 5.0 PABX System www.inter-tel.com 800-669-5858
Lucent DEFINITY ECS Release 6 www.lucent.com 908-953-5707

PBX Add-On

Adds additional functionality; resides in front of, or behind, the PBX.

Xantel Xantel Connex v2.4 www.xantel.com 602-446-4036

PC-PBX

Performs the basic functions of a PBX on a standard PC architecture using a PC, rather than a proprietary, architecture. It uses the traditional phone wiring for transmitting voice and the network wiring for data transmission. Can also provide additional functionality: Web-based

unified messaging, follow-me applications, voice recognition, etc.

AltiGen Communications AltiWare OE www.altigen.com 510-252-9712

Artisoft TeleVantage www.artisoft.com 617-354-0600

Picazo CT Pro www.picazo.com 408-383-9300

ATM PBX

An asynchronous transfer mode (ATM) version of a LAN PBX. Unlike a PC-PBX, however, voice and data transmissions are via the local area network (LAN). These products can also incorporate ACD, IVR, predictive dialing and other functionality.

Sphere Sphericall 2.0 888-SPHEREC

Multimedia Call Center Solution (ATM)

Provides voice and video (multimedia) access to call centers, as well as ACD, IVR, fax server, predictive dialing, screen pop, etc.

CellIT CCPRO www.cellit.com 303-639-2255

PC-based Call Center Telephony Server

A computer designed to control, add intelligence, store, forward and manipulate the various voice, data, fax and e-mail \calls flowing into and out of a computer-telephony system. Provides such call center specific functionality as predictive dialing, ACD routing, IVR, etc.

Buffalo International OTS NT – Object Telephony Server www.telephonyserver.com 914-747-8500

Omega Systems VersaCom Call Center Solution www.mega2010.com 916-635-7590

Telox UTS (Universal Telephony Server) CTi Platform www.telox.com 954-351-2215

Voice/Data Switch

The bottom line requirement of any voice/data switch is that it switches both voice and data and is capable of call control and other traditional PBX functions. Typically based on IP but also encompassing ATM voice transmission, voice/data switches can include such features as LAN hub, router, firewall and unified messaging. An IP-based PBX by definition is a voice/data switch.

Selsius Systems IP-PBX v.2.1 www.selsius.com 972-855-8829

Praxon, Inc. 3-slot Praxon PDX (Phone Data 972-855-8829 exchange) www.praxon.com 408-871-1600

Fax Server

A computer on a LAN that contains one or more PC fax boards. It receives incoming faxes over phone lines, stores them on its hard disk and alerts the recipient. It will also accept faxes from workstations on the LAN, stores them and then sends them out. It can also be a specialized interactive system – fax on demand.

CommercePath CommercePath 2.0 www.commercepath.com 800-600-4329

RightFAX RightFAX Enterprise Suite v.5.2 www.rightfax.com 520-320-7000

Dialing Platform

An automated way to make outbound calls without human intervention. Those calls are then passed to a person – this solution can incorporate progressive, preview, predictive and interactive dialing.

Intelogistics RAPID www.bestivr.com 954-453-5757

Stratasoft StrataDial www.stratasoft.com 713-795-2670

Dialing Platform Add-On

Software that adds additional functionality to an automated outbound dialer.

CenterForce Technologies CenterForce Optimizer Rel. 5.0 www.cforcetech.com 301-272-2246

GROUP 2

While this group of products breaks down into smaller subsets, they all provide ways for companies to "value-add" the customer/company interaction. While most of the products in this category "face" the customer, they're basically invisible to them. ACD/skills-based routing

products, for instance, route a caller to the agent best-skilled/able to handle that caller's need. CTI products that perform database lookups on the basis of caller-entered information (via touch-tone or Web clicks) or automatically via ANI or DNIS provide screen pop information to the agent's desktop to further assist the company in its effort to personalize the conversation with the customer.

Some of these products, like IVRs or automatic e-mail response solutions, can be used in a "vacuum," automating customer access to the information he or she needs. A well-designed/implemented solution will, of course, enable the customer to "zero out" to a live agent at any point in the transaction; it's even better if data regarding the customer's current (and past) transaction(s) accompanies the transfer to a live agent. This will, ultimately, save you (the company) time and money, and help make the customer satisfied and happy.

Small to Mid-Sized ACD

An automatic call distributor performs four basic functions: It will recognize and answer incoming calls, query its database for what to do with that call, and then, based on those instructions, it will send the call to an automated "please hold" recording (or other device), and then to the next available agent. The level of skills-based routing depends upon the sophistication of the software.

AVT Corporation AgentXpress 4.0 for Windows NT www.avtc.com 425-820-6000

Cintech CINPHONY 3.0 www.cintech-cti.com 513-731-6000

Cortelco Millenium Real-Time ACD www.cortelcosystems.com 901-385-7774

Iwatsu America ADIX ACD www.Iwatsu.com 972-929-0242

Tadiran Telecommunications, Inc. PC-ACD Version 5 www.tadirantele.com 727-523-0000

Vodavi Communications Systems STARPLUS Triad www.vodavi.com 602-443-6000

Large ACD

Same as small to mid-sized ACD, except scales to handle more calls/more agents.

Aspect Telecommunications Aspect ACD System With Release 7 Software www.aspect.com 408-325-2200

NEC America CallCenterWorx www.nec.com 972-550-3112

Skills-based Routing

The term for matching the caller and his/her needs with the agent best skilled to satisfy those needs.

Lucent Technologies, Inc. CentreVu Advocate www.lucent.com 908-953-2457

Siemens Information and Communication Networks Resume Routing 2.0 www.siemenscom.com 800-765-6123

PC-based/Software ACD

Performs the basic ACD functions on a standard PC architecture using a PC OS, rather than a proprietary one.

Rockwell Transcend www.ec.rockwell.com 800-416-8199

PakNetX PNX ACD Release 2.0 www.paknetx.com 603-890-8616

Server-based Call Control/Routing

Call control describes the transferring, conferencing and answering of telephone calls; routing refers to skills-based routing; intelligence is removed from the switch to a server linked directly to the PBX.

Nortel Networks Symposium Call Center Server www.nortelnetworks.com 800-4NORTEL

MITEL Call Center Commander www.mitel.com 613-592-2122

ACD Add-On

Products which add additional functionality to the ACD.

BCS Technologies, Inc. BCS' PC Phone Control www.bcstechnologies.com 303-713-3000

Digital Techniques First Impression www.digitaltechniques.com

972-727-1200
Virtual Hold Technologies Virtual Hold www.virtualhold.com
330-666-1181
IVR
An interactive voice response unit provides a touch tone interface to information stored in a database.
Brite Voice Systems BriteConnect www.brite.com 407-357-1000
Computer Communications Specialists, Inc. FirstLine Encore www.ccsivr.com 770-441-3114
Web IVR
Similar to an IVR, a Web IVR dynamically generates HTML pages on the basis of customer information and input from the customer in the form of clicks on hyperlinks. In some cases these products allow you to develop scripts for a "telephony" IVR and the Web simultaneously.
Edify Corporation Electronic Workforce www.edify.com 408-982-2000
Periphonics PeriWeb 2.0 www.peri.com 516-468-9000
GROUP 2
Call Center Hardware
ACD, text messaging, IVR, PBX capabilities delivered via the manufacturer's equipment.

AMTELCO Infinity www.amtelcom.com 800-356-9148
Blended Call Center
Provides integrated inbound/outbound functionality.
ALLTELL Information Services Call Center Workstation www.alltel.com 501-220-6471
EIS International, Inc. Centenium XL www.eisl.com 703-478-9808
smallwonder! softworks, Inc. Xchange 3.0 www.smallwondersoftworks.com 520-721-7046
Multifunction Call Center Solution
Incorporates voice and Web response, predictive dialing, CTI, skills-based routing, IP telephony and more.
Interactive Intelligence Enterprise Interaction Center www.inter-intelli.com 317-872-3000
Syntellect Inc. Vista www.syntellect.com 770-587-0700
Microlog unique www.mlog.com 301-428-9100
Call Center Software
Software that manages various call center activities from customer management to call control.
TelAthena Systems LLC TelAthena www.telathena.com 888-777-7565
Apropos Apropos v4 www.apropos.com 630-472-9600
Telrad Agent-C www.telradusa.com 516-921-8300
InterVoice, Inc. AgentConnect www.Intervoice.com 972-454-8862
Application Generators
Software that abstracts low-level programming for the developer. This allows them to quickly develop for multiple platforms while minimizing the learning curve.
Brooktrout Technology, Inc. ActiveCall www.brooktrout.com 781-433-9525
MediaSoft Telecom IVS Studio www.mediasoft.com 514-731-3838
Pronexus VBVoice www.pronexus.com 613-839-0033
Web Self-Service
These solutions enable customers to address their own service, support and even sales issues, via a Web interface to your company's customer-/product-specific information.
Inference CBR Content Navigator 3.5 www.inference.com 415-893-7200
ServiceSoft Web Advisor www.servicesoft.com 800-SERVSFT
Hosted Online Support
Primus SolutionSeries.com www.primus.com 206-292-1000
Automatic E-mail Response

Intelligent software that scans the content of inbound e-mail and then composes an automated response on the basis of business rules and knowledge you configure.

Aptex SelectResponse 3.0 www.aptex.com 888-623-0554

Brightware Brightware, Version 3 www.brightware.com 415-884-4744

Outbound E-mail, Customer Retention

Decisive Technology DecisionSource www.decisive.com 650-237-4489

E-mail ACD

The e-mail equivalent of an ACD; enables the queuing, routing, tracking, managing and reporting, and efficient responding to, of e-mail messages.

eGain Communications eGain E-mail Management System www.egain.com 408-737-7400

Distributed Bits, LLC ResponseNow www.dbits.com 312-207-1500

Kana Communications Kana CMS 3.0 www.kana.com 877-480-KANA

Mustang Software, Inc. Internet Message Center www. **mustang . com** 805-873-2500

Multimedia ACD

Media-independent ACD.

Acuity Corporation WebCenter Enterprise www.acuity.com 512-425-2200

ATIO Corporation CyberCall 3.0 www.atio.com 612-837-4000

CosmoCom CosmoCall www.cosmocom.com 516-851-0100

Internet Telephony

Voice over Internet Protocol (IP) - the use of lP networks (e.g., the Internet) to carry voice, in this instance, and/or fax traffic.

eFusion, Inc. eBridge Interactive Web Response www.efusion.com 503-207-6300

Click2Talk Click2Talk www.click2talk.com 201-928-2882

Fujitsu IntelliCommerce www.fbcs.fujitsu.com 602-921-5618

Web/Call Center Integration

Enabling companies to interact with their Web customers.

Simware Inc. SALVO www.simware.com 613-727-1779

WebLine Communications WebLine 2.0 www.webline.com 781-272-9979

Web Text Chat

Interaction with Web customers via the keyboard; can also include collaborative browsing.

SiteBridge Corporation CustomerNow 1.0 www.sitebridge.com 212-645-8700

Contact Dynamics iContact www.contactdynamics.com 312-345-1344

Web Customer Interaction Software

Automates interactions with customers that contact your company over the Web.

Balisoft Technologies Inc. LiveContact www.balisoft.com 416-256-1419

Business Evolution Inc. @Once Service Center www.businessevolution.com 609-951-0216

eShare Technologies, Inc. eShare NetAgent www.eshare.com 516-864-4700

CRM Software

Customer relationship management software automates the customer interaction; the information gleaned in service, support and sales interactions is made available to the entire enterprise.

IMA AdvantEDGE 3.0 www.imaedge.com 800-776-0462

POINT Information Systems TeamPOINT Version 2.5 www.pointinfo.com 800-311-0215

Siebel Systems Siebel 98 www.siebel.com 650-295-5

The Vantive Corporation Vantive 8 www.vantive.com 408-982-5700

Customer Service

Clarify Inc. ClearCallCenter 3.0 www.clarify.com 408-573-3000

GWI Software WebHelp! Version 3.0 www.gwi.com 360-397-1000

Quintus Corporation CallCenterQ www.quintus.com 510-624-2800

Saratoga Systems, Inc. AvenueService www.saratogasystems.com 408-371-9330

Customer Support

Advantage kbs, Inc. IQ Support Application Suite www.akbs.com 800-AKBS-YES

AIM (Applied Innovation Management) Online Support Center www.innovate.com 800-942-7754

royalblue technologies SupportCenter www.royalblue.com 212-269-9000

CustomerSoft, Inc. ESP - The Expert Support Program www.customersoft.com 303-784-7095

Automated Technical Support

MOTIVE Communications The Motive System www.motive.com 512-339-8335

Help Desk

Bendata HEAT 4.1 www.bendata.com 800-776-7669

Network Associates, Inc. Total Service Desk 3.52 www.hal.com 408-346-3021

Remedy Corporation Remedy Help Desk Express www.remedy.com 650-919-5404

Sales/Marketing Automation Software

Acxiom Corporation InfoBase TeleSource via the Acxiom Data Network www.acxiom.com 501-336-2241

Clientele Products Division, Platinum Software Clientele for Sales & Marketing www.clientele.com 503-612-2600

RightPoint Software RightPoint www.rightpoint.com 650-287-2002

Paragren One-By-One www.paragren.com 703-995-1800

Speech Recognition

ALTech SpeechWorks 4.0 www.altech.com 617-428-4444

Nuance Communications Nuance 6.1 www.nuence.com 650-847-0000

Voice Control Systems, Inc. (VCS) SpeechWave www.vcsi.com 972-726-1200

Philips Speech Processing SpeechMania www.philips.com 770-821-3909

Speech Recognition, Directory Search

Phonetic Systems, Inc. Phonetic Operator www.phoneticsystems.com 781-229-5823

GROUP 3

The call center agent is the nexus of call center concerns. To be sure, automated products are designed to lighten the load of repetitive tasks the agent is asked to perform with the underlying idea that these agents will then be freed up to spend more time interacting with customers - building relationships. What may happen however is that as automated agents become increasingly sophisticated and can handle more sophisticated tasks, the demand for more warm bodies in the call center will decrease. And thus may emerge the call center professional: a highly-trained, highly-paid individual able to exude empathy and friendly-feeling to even the most annoying customer; to handle e-mail, voice calls and Web collaboration with equal dexterity; to sell, cross-sell, upsell and serve with ease; to interface with the various other departments within an organization, and, in short, become a recognized and valued member of a company.

The products in this category don't face the customer; that is, the customer has no idea they exist and wouldn't care if they did know about them. They're designed to ensure efficient, cost-effective operations with an eye toward quality and accountability.

Workforce Management Software

Adaptiv Software Corporation WORKFORCE/Call Center Edition www.adaptiv.com 714-960-2211

Blue Pumpkin PrimeTime Skills & Enterprise Edition www.blue-pumpkin.com 650-429-6300

Pipkins, Inc. **Maxima   Advantage** Skillsense www.pipkins.com

314-467-6106
	TCS Management Group, Inc. TCS SeriesFive www.tcsmgmt.com
615-221-6800
	Logging & Recording
	Envision Telephony SoundByte Enterprise 4.0 www.envisiontelephony.com
206-621-9384
	NICE Systems NiceUniverse www. nice.com 800-663-5601
	Noble Systems ATOMS DRS www.noblesys.com 888-8-NOBLE-8
	Telecorp Products Observation Recording www.telecorpproducts.com
248-960-1000
	Monitoring
	Eyretel, Inc. Quality Call www.eyretel.com 301-586-1900
	Dictaphone Corporation daVinci QMS www.dictaphone.com 203-381-7000
	Teknekron Infoswitch P&Q Review www.teknekron.com 817-262-3100
	Witness Systems, Inc. WITNESS for Windows NT www.witsys.com
770-754-1900
	ACD Display
	INOVA Corp. LightLink www.inovacorp.com 800-637-1077
	Spectrum Corp. UltraLink www.specorp.com 713-944-6200
	Reporting
	Mosaix Campaign Analyst Version 2.1 www.mosaix.com 425-881-7544
	Switchview Internet Voice Information Services www.switchview.com
800-746-4460
	Customer Management Automation ETI Infoview 2.0 www.cmaeti.com
972-488-2333
	Agent/Call Management
	Davox Resource & Performance Manager www.davox.com 978-952-0882
	Digisoft Telescript 4.1 www.digisoft.com 212-687-1810
	Softbase Systems, Inc. NetLert www.netlert.com 800-669-7076
	Training Products
	Pathlore Software Corp. PHOENIX www.pathlore.com 614-781-0036
	Ulysses Training Corp. 1-800-FOR-SERVICE, The Flight Simulator For
Incoming Calls www.ulyssestraining.com 704-892-0809
	Call Accounting
	Micro-Tel, Inc. Microcall Accounting Software www.microcall.com
770-447-5408
	Telco Research TRU Enterprise Network Accountant
www.telcoresearch.com 800-488-3526
	Simulation
	Systems Modeling Corp. Call$im www.sm.com 412-741-3727
	GROUP 4
	This group of products, while also invisible to the customer, is of
extreme importance to the proper functioning of a call center. Middleware
products, to oversimplify, tie together internal technological and human
resources so that each call, across a variety of contact media, can be
treated similarly - computer-telephony integration is another way of
expressing this kind of function. Intelligent Network products can be used
to value-add the customer's experience while the call is still in the PSTN
"cloud" (the phone network itself) before it gets through to the company's
premise.
	Middleware
	Hewlett-Packard CCM 5 www.hp.com/go/smartcontact
	Melita International Melita Enterprise Explorer www.melita.com
770-239-4449
	Dialogic CT Connect www.dialogic.com 973-993-3000
	Intelligent Network
	GeoTel Communications Corp. Network Intelligent Call Router
www.geotel.com 978-275-5149
	Genesys Telecommunications Laboratories, Inc. Genesye Suite 5.1
www.genesyslab.com 415-437-1100

IEX Corp. TotalNet 4.0 www.iex.com 972-301-1300
Headsets
Comfort Telecommunications Aries Select www.comfortel.com
800-399-3224
GN Netcom, Inc. Profile Surefit www.gnnetcom.com 800-826-4656
VXI Corp. Parrot Switch 60V www.vxicorp.com 800-742-8588
Remote Access
DATA RACE, Inc. Be There! NT Clients www.datarace.com 210-263-2113
Gandalf, A Division Of Mitel Xpress Connect 5232 (Xpress Office)
www.gandalf.com 613-592-3636
MCK Communications, Inc. EXTender 3000 www.mck.com 617-454-6100
Teltone OfficeLink 2000 www.teltone.com 425-487-1515
Furniture
Girsberger Office Seating Taranis www.girsberger.com 919-934-0545
SIS human factor technologies, inc. Omniflex 603-432-4495
SIShft@OL.com
Waterloo Furniture Components "Elite" Keyboard Arm 519-748-5060
Mode Office Systems SMART Panel www.modeoffice.com 800-497-9873
UPS
American Power Conversion (APC) Power Stack www.apcc.com 800-877-4080
Industrial PCs
Crystal Group Inc. Crystal CS500 computer www.crystalpc.com
319-378-1636
I-Bus, Inc. TR4 www.ibus.com 619-295-7178
Motorola CPV 5300 www.mcg-mot.com 800-759-1107
Server-based Computing
Citrix Systems, Inc. MetaFrame Server-based Software www.citrix.com
954-267-3000
Innovative Network Technologies, Inc. Remote Desktop www.intlabs.com
512-266-8115
For information and subscriptions: call TMC(TM) at 203-852-6800; or
fax to 203-853-2845 or 203-838-4070.
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2/7/1   (Item 1 from file: 15)
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                    USE FORMAT 9 FOR FULL TEXT
  Maxima   Advantage

ABSTRACT: Through   a viable   workforce   management   solution, call center
administrators can organize staff effortlessly so that their business can
save money by minimizing excess staff and take advantage of each worker's
skills. To achieve these advantages, this solution must provide efficient
scheduling and forecasting capabilities. In addition, resourceful features
such   as   real-time   adherence,   skills-based routing and attendance
preferences are beneficial. Pipkins Inc.'s **Maxima   Advantage** integrates
all of these features with the intention of maximizing a business's
workforce environment.

Anonymous
Call Center Solutions v18n7 PP: 94-98 Jan 2000 ISSN: 1521-0774
JRNL CODE: TLM
DOC TYPE: Periodical; Product Review-Favorable LANGUAGE: English
RECORD TYPE: Fulltext LENGTH: 4 Pages   WORD COUNT: 1749

2/7/2   (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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11826628   SUPPLIER NUMBER: 59600382   (THIS IS THE FULL TEXT)
TMC.sup.TM) Labs Reviews.(Pipkins' Maxima   Advantage **workflow**
  package)(Software Review)(Evaluation)
Call Center Solutions, 18, 7, 94
Jan, 2000

TEXT:
        Maxima   Advantage
    Pipkins, Inc.
     1031 Executive Parkway,
     Suite 110
     St. Louis, MO 63141
     Ph: 314-469-6106; Fax: 314-469-0841
     Web site: http://www.pipkins.com
     Price: Varies depending on number of agents, number of sites, number
of ACDs, number of queues, etc.; RealTime Adherence module - $20,700; WAVE
- $10,000, plus a per-agent charge.
     Through a viable workforce management solution, call center
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save money by minimizing excess staff and take advantage of each worker's
skills. To achieve these advantages, this solution must provide efficient
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We looked at the latest Acrobat PDF version of the user's guide for **Maxima Advantage** . It consists of much of what we look for in a guide. For the subject matter, it is not difficult to interpret. It provides an extensive table of contents, a glossary briefly explaining important terminology and many screen shots that complement much of what the guide explains. The user's guide is missing an index, however, which should be included even though the table of contents is extensive. Also, the report section is incomplete, but a Pipkins' representative informed us that the company is considering devoting a whole manual to reports in the near future. Finally, we could only find a separate marketing sheet on Pipkins' new Web Agent Viewing and Empowerment (WAVE) module. Information about this new module should be included in the user's guide.

The help files are intuitive and beneficial, providing precise information on the topic to be researched. With the exception of some screens that do not have associated help files, each screen is context-sensitive.

Features

The following is a description of the major features of **Maxima Advantage** :

* SkillSense Scheduling – rules-driven scheduler that attempts to reflect the lowest cost staffing solution for your call center. With the help of the Oracle database, it uses a profile of agents' skills to take advantage of their potential.

* Forecasting -- uses Merlang algorithms when calculating staffing levels, even when using multiple agent skill sets, and correlates marketing activities with projected call volumes.

* Multiple Application Server -- for multisite call centers distributing their workforce management system to multiple application servers while using a central database for reporting.

* Attendance Preferences -- preferences for agents given by seniority or a point system (an equal chance based on agents' past fulfillment of their preferences).

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real-time.

* Web Agent Viewing and Empowerment (WAVE) -- for viewing schedules and employee information over the Internet or corporate network with a Web browser.

Operational Testing

Because of Pipkins' licensing agreement with Oracle, we had a limited time to test the capabilities of **Maxima Advantage** in our labs. However, in that time, we did examine the GUI and made sure many of the features worked properly. We also dialed into a demo at Pipkins to look at WAVE and the real-time adherence modules, both of which were not included in our original installation.

Since the configuration settings are primarily handled by Pipkins, we looked only briefly at the configuration features, but we found that the settings can be modified without too much difficulty. Time zone, ACD, service team service (which defines the percent of time agents spend answering calls and when agents are occupied with other unscheduled concerns), queue service and schedule-event configurations can all be set. An array of other features can also be modified, including the level of abandonment rates allowed, average handling time, whether or not to observe daylight savings, time adherence tolerance and validation hours. Of course, in a corporate environment, any new organizations, departments or offices can be added or changed. Special events can also be considered in order to correlate historical statistics to produce a more accurate forecast.

There are many more intricacies about **Maxima Advantage** that makes it a strong workforce management tool, such as how it uses skills-based routing (as Pipkins calls SkillSense), staff schedule preferences, forecasting and a large number of reports. The selection of charts, graphs and other aids to help with forecasting and reports is quite impressive, as is the ability to view many of the reports or graphs simultaneously on a single screen. One last intricacy worth mentioning is **Maxima Advantage**'s ability to filter staff information, which allows for subset lists of the overall group. A simple example of this would be separating staff members by their office or department.

We also liked the schedule rules definitions (Figure 1), which consist of information that **Maxima Advantage** needs to schedule your staff. They are divided into eight tabs for each selected staff member: first/last assignments, week to week, attendance, hours or availability, attendance cycle hours, team eligibilities, cycle parameters, and intraday assignments (defines information about breaks and lunches as well as any other daily assignments). Setting these rules is relatively straightforward, but there is a lot to learn about all of the rule sets before it can be done correctly. Also, this particular screen of the GUI appears cluttered, and therefore, is a bit confusing. Nevertheless, once the learning curve is overcome, it is an effective scheduling technique.

Employee information and scheduling information can be viewed over the Internet or a corporate network by using WAVE (Figures 2a and 2b). All you have to do is log into the system with your staff I.D. and PIN number. Then, you can pick the report type (daily, weekly and monthly) and the dates of the calendar you would like to view. This module's interface is straightforward and very simple to use. While this GUI is somewhat plain looking, it is still an effective method for users to look at their schedules or employee information remotely. The modification feature, which is scheduled for the next release, allows you to edit your schedule so that your manager can consider these edit requests.

The real-time adherence module (Figure 3) provides up-to-the-minute information received from your ACD. It determines whether or not agents are adhering to their scheduled activities. The interface shows that an agent is out of adherence by marking that time in red. If agents are in their grace period (where they are not where their schedule indicates but are

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02376998   SUPPLIER NUMBER: 59600382   (THIS IS THE FULL TEXT)
TMC.sup.TM) Labs Reviews.(Pipkins' Maxima   Advantage   **workflow package)(Software Review)(Evaluation)**
Call Center Solutions, 18, 7, 94
Jan, 2000

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Maxima   Advantage
Pipkins, Inc.
1031 Executive Parkway,
Suite 110
St. Louis, MO 63141
Ph: 314-469-6106; Fax: 314-469-0841
Web site: http://www.pipkins.com
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